

AMENDMENTS TO CLAIMS

Claims 1 - 39 (cancelled)

Claim 40 (new): A method for providing a personalized multimedia messaging service (MMS), the method comprising:

obtaining an MMS message;

applying personalized metadata to the MMS message for at least one targeted recipient according to preferences of the at least one targeted recipient, thereby producing a personalized MMS message; and

transmitting the personalized MMS message to the at least one targeted recipient, unless the preferences of the at least one targeted recipient indicate that the at least one targeted recipient is not interested in receiving the personalized MMS message.

Claim 41 (new): The method according to claim 40 and wherein the preferences of the at least one targeted recipient comprise preferences related to content.

Claim 42 (new): The method according to claim 40 and wherein the MMS message comprises at least one of the following: content; at least one link to content; and at least one pointer to content.

Claim 43 (new): The method according to claim 42 and wherein said content comprises at least one of the following: text; video; a stills image; audio; a software attachment; and bundled multimedia.

Claim 44 (new): The method according to claim 43 and wherein the bundled multimedia comprises at least one of the following: pop-up multimedia; and animated multimedia.

Claim 45 (new): The method according to claim 43 and wherein the bundled multimedia comprises at least one of the following: Shockwave™ multimedia; Flash™ multimedia; a synchronized multimedia integration language (SMIL) file; and a simple animation format (SAF) file.

Claim 46 (new): The method according to claim 40 and wherein said personalized metadata comprises at least one indicator of at least one of the following: a creator of the MMS message; a provider of at least some content comprised in or associated with the MMS message; an MMS message title keyword; sponsorship of at least some content comprised in or associated with the MMS message; cost of at least some content comprised in or associated with the MMS message; a category in the MMS message; a rating of the MMS message; a duration of at least some content comprised in or associated with the MMS message; a creation time of the MMS message; a validity period of the MMS message; a genre of the MMS message; details of a performer performing in at least some content comprised in or associated with the MMS message; and a type of content comprised in or associated with the MMS message.

Claim 47 (new): The method according to claim 40 and wherein the obtaining comprises obtaining the MMS message from at least one of the following: a content provider; and a user.

Claim 48 (new): The method according to claim 40 and wherein the personalized metadata comprises metadata determining a personalized format of presentation of the MMS message.

Claim 49 (new): The method according to claim 48 and wherein the personalized format of presentation of the MMS message comprises at least one of the following: a personalized icon based format; and a personalized menu based format.

Claim 50 (new): The method according to claim 40 and also comprising receiving the personalized MMS message at a communication appliance of the at least one targeted recipient.

Claim 51 (new): The method according to claim 50 and wherein the communication appliance comprises at least one of the following: a cellular telephone; a portable communication device; a personal digital assistant (PDA); a computer based device with input/output (I/O) capabilities; a set-top box (STB); and MMS message reception and display equipment.

Claim 52 (new): A method for providing a personalized multimedia messaging service (MMS), the method comprising:

receiving at a first communication appliance of a first user an MMS message personalized in accordance with preferences of the first user; and

transmitting from the first communication appliance a request to transmit the MMS message to a second communication appliance of a second user.

Claim 53 (new): The method according to claim 52 and also comprising:

receiving at the second communication appliance, in response to the transmitting, the MMS message personalized in accordance with preferences of the second user.

Claim 54 (new): The method according to claim 53 and wherein the preferences of the second user comprise preferences related to content.

Claim 55 (new): The method according to claim 52 and wherein the preferences of the first user comprise preferences related to content.

Claim 56 (new): The method according to claim 52 and wherein the transmitting comprises transmitting the request to an MMS message dispatcher system.

Claim 57 (new): The method according to claim 52 and wherein the MMS message comprises at least one of the following: content; at least one link to content; and at least one pointer to content.

Claim 58 (new): The method according to claim 57 and wherein said content comprises at least one of the following: text; video; a stills image; audio; a software attachment; and bundled multimedia.

Claim 59 (new): The method according to claim 58 and wherein the bundled multimedia comprises at least one of the following: pop-up multimedia; and animated multimedia.

Claim 60 (new): The method according to claim 58 and wherein the bundled multimedia comprises at least one of the following: Shockwave™ multimedia; Flash™ multimedia; a SMIL file; and a SAF file.

Claim 61 (new): The method according to claim 52 and wherein each of the first communication appliance and the second communication appliance comprises at least one of the following: a cellular telephone; a portable communication device; a PDA; a computer based device with I/O capabilities; an STB; and MMS message reception and display equipment.

Claim 62 (new): A method for employing a personalized MMS message, the method comprising:

- receiving the personalized MMS message;
- processing personalized metadata associated with the personalized MMS message to generate personalized parameters determining a format of presentation of at least a portion of content comprised in or associated with the personalized MMS message; and
- using the personalized parameters in an electronic content guide (ECG).

Claim 63 (new): The method according to claim 62 and wherein the using comprises employing at least some of the personalized parameters to create a personalized structure of the ECG.

Claim 64 (new): The method according to claim 62 and also comprising enabling a user to view the at least a portion of content comprised in or associated with the personalized MMS message in response to an indication of agreement by the user to pay for viewing the at least a portion of content.

Claim 65 (new): The method according to claim 62 and also comprising enabling a user to listen to the at least a portion of content comprised in or associated with the personalized MMS message in response to an indication of agreement by the user to pay for listening to the at least a portion of content.

Claim 66 (new): The method according to claim 62 and wherein said format of presentation comprises at least one of the following: an icon based format; and a menu based format.

Claim 67 (new): The method according to claim 62 and wherein said format of presentation comprises a format of presentation adapted for performance of selections from the at least a portion of content comprised in or associated with the personalized MMS message.

Claim 68 (new): An MMS message dispatcher system comprising:
a dispatcher processor obtaining an MMS message, and applying personalized metadata to the MMS message for at least one targeted recipient according to preferences of the at least one targeted recipient, thereby producing a personalized MMS message; and

a dispatcher transmitter operatively controlled by the dispatcher processor to transmit the personalized MMS message to the at least one targeted recipient, unless the preferences of the at least one targeted recipient indicate that

the at least one targeted recipient is not interested in receiving the personalized MMS message.

Claim 69 (new): The dispatcher system according to claim 68 and wherein the preferences of the at least one targeted recipient comprise preferences related to content.

Claim 70 (new): The dispatcher system according to claim 68 and wherein the MMS message is created by at least one of the following: a content provider; and a user.

Claim 71 (new): The dispatcher system according to claim 68 and also comprising a user preference database storing the preferences of the at least one targeted recipient.

Claim 72 (new): The dispatcher system according to claim 68 and wherein the dispatcher transmitter comprises a cellular telephone transmitter.

Claim 73 (new): A mobile operator base station comprising the dispatcher system of claim 68.

Claim 74 (new): Apparatus for employing a personalized MMS message, the apparatus comprising:

- a receiver receiving an MMS message personalized in accordance with preferences of a first user; and

- a transmitter transmitting a request to transmit the MMS message to a communication appliance of a second user.

Claim 75 (new): An MMS system comprising:

- a first communication appliance of a first user;

- a second communication appliance of a second user; and

an MMS message dispatcher system operative to perform the following operations:

transmit to the first communication appliance an MMS message personalized in accordance with preferences of the first user;

receive from the first communication appliance a request to transmit the MMS message to the second communication appliance; and

transmit to the second communication appliance the MMS message personalized in accordance with preferences of the second user.

Claim 76 (new): Apparatus for employing a personalized MMS message, the apparatus comprising:

a receiving element receiving the personalized MMS message; and

a processor processing personalized metadata associated with the personalized MMS message to generate personalized parameters determining a format of presentation of at least a portion of content comprised in or associated with the personalized MMS message, and using the personalized parameters in an ECG.

Claim 77 (new): A cellular telephone comprising the apparatus of claim 76.

Claim 78 (new): A set-top box (STB) comprising the apparatus of claim 76.

Claim 79 (new): An MMS message dispatcher system comprising:

means for obtaining an MMS message, and for applying personalized metadata to the MMS message for at least one targeted recipient according to preferences of the at least one targeted recipient, thereby producing a personalized MMS message; and

means for transmitting the personalized MMS message to the at least one targeted recipient, unless the preferences of the at least one targeted recipient indicate that the at least one targeted recipient is not interested in receiving the personalized MMS message.

Claim 80 (new): Apparatus for employing a personalized MMS message, the apparatus comprising:

means for receiving an MMS message personalized in accordance with preferences of a first user; and

means for transmitting a request to transmit the MMS message to communication appliance means of a second user.

Claim 81 (new): An MMS system comprising:

first communication appliance means of a first user;

second communication appliance means of a second user; and

MMS message dispatcher means for transmitting to the first communication appliance means an MMS message personalized in accordance with preferences of the first user, for receiving from the first communication appliance means a request to transmit the MMS message to the second communication appliance means, and for transmitting to the second communication appliance means the MMS message personalized in accordance with preferences of the second user.

Claim 82 (new): Apparatus for employing a personalized MMS message, the apparatus comprising:

means for receiving the personalized MMS message; and

means for processing personalized metadata associated with the personalized MMS message to generate personalized parameters determining a format of presentation of at least a portion of content comprised in or associated with the personalized MMS message, and for using the personalized parameters in an ECG.